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**ABSTRACT OF THE DISCLOSURE**

A method for automatically determining an optimal imposition plan for printing and folding a product, the method including (a)  
5 calculating a plurality of imposition plans from a given set of input data including product specification data of the product, printing press data of a printing press for printing the product and folding machine data of a folding machine for folding the product and (b) selecting the optimal imposition plan from the plurality of  
10 imposition plans.